

Lesson 1: Key Elements of Your Cooking Classes

01. What are the time, food and resources needed for your classes?

	Class #1	Class #2	Class #3
Time (prep, class time & clean up, transit time)			
Resources Needed (people, supplies, venue)			
Food & Supplies (plates, snacks, samples, etc)			

02. Brainstorm offers, bonuses or actions to provide leverage in your cooking class business:

Idea #1:

Idea #2:

Idea #3:

03. What do you want your business to look like in a year?

List 2 - 3 things you want to accomplish:

04. Brainstorm a list of marketing topics / themes for each month:

January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	